

Claims

1. A method for selecting advertisement in a Set Top Box (STB) (301, 302, 303) of a television network, the method comprising

- Receiving advertisement selection information for at least one association of a determined advertisement space with a determined advertisement, corresponding for each association to a value of probability for selecting the determined advertisement for the determined advertisement space,

- Attributing for each association containing the determined advertisement space a range of values to the value of probability corresponding to the association, the range of values being exempt of overlap with ranges of values corresponding to distinct associations containing the determined advertisement space,

- Triggering (501) a selection of an advertisement for the determined advertisement space,

- Generating (502) a random value or a pseudo-random value,

- Selecting (504) the determined advertisement if the random value or pseudo-random value falls into the range of values attributed to the value of probability for selecting the determined advertisement for the determined advertisement space (503).

2. A method for selecting advertisement according to claim 1, further comprising

- Computing (400) the value of probability for selecting the determined advertisement for the determined advertisement space depending on at least a desired number of times that the determined advertisement is to be displayed,

- Broadcasting (300) the value of probability through the television network.

3. A method for selecting advertisement according to claim 2, further comprising

- Computing the value of probability depending on the desired number of times that the determined advertisement is to be displayed within a determined period of time.
4. A method for selecting advertisement according to anyone of claims 1 to 3, further comprising
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- Broadcasting the determined advertisement through the television network,
 - Retrieving in the STB the determined advertisement on selecting the determined advertisement,
 - Displaying the determined advertisement in the determined advertisement space.
5. A method for obtaining advertisement selection information on a broadcast side in a television network, the method comprising
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- Detecting (603) in an application to be broadcast (602) information about an advertisement space available for selecting advertisement (601),
 - Storing the information about the advertisement space in an inventory,
 - Retrieving the information about the advertisement space to compute (400) for each one of at least one advertisement intended for the advertisement space a value of probability for selecting the advertisement intended for the advertisement space.
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6. A method for obtaining an advertisement selection information on a broadcast side in a television network, the advertisement selection information comprising values of probabilities, the method comprising
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- Determining (304, 305) for a determined advertisement a final number of selections respectively for each one of one or a plurality of advertisement spaces,
 - Converting (400) the obtained one or plurality of final numbers of selections into values of probabilities for selecting the determined advertisement in the respective one or plurality of advertisement spaces,

- Broadcasting (300) the one or plurality of values of probabilities for selecting the determined advertisement.

7. A method for obtaining an advertisement selection probability according to claim 6, further comprising

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- Computing for the determined advertisement the final number of selections respectively for each one of the one or the plurality of advertisement spaces, depending on a predetermined number of times for displaying the determined advertisement.

8. A method for selecting advertisement in a STB of a television network, the method
10 comprising

- Receiving advertisement selection information for at least one association of a determined advertisement space with a determined advertisement, corresponding for each association to a range of values, the range of values being exempt of an overlap with ranges of values corresponding to distinct associations containing the determined
15 advertisement space,

- Triggering a selection of an advertisement for the determined advertisement space,
- Generating a random value or a pseudo-random value,
- Selecting the determined advertisement if the random value or the pseudo-random value falls into the range of values corresponding to the association containing the
20 determined advertisement and the determined advertisement space.

9. A method for selecting advertisement in a STB according to anyone of claims 1 to 4, or 8, further comprising

- Storing the determined advertisement in the STB.

10. A method for selecting advertisement in a Set Top Box (STB) of a television network,
25 the method comprising

- Receiving advertisement selection information for at least one association of a determined advertisement space with a determined advertisement, corresponding for each association to a value of probability for selecting the determined advertisement for the determined advertisement space,
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- Triggering a selection of an advertisement for the determined advertisement space,
 - Generating a random value or a pseudo-random value,
 - Selecting the determined advertisement if the random value or pseudo-random value relates to the value of probability for selecting the determined advertisement for the determined advertisement space.
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11. A method for selecting advertisement in a Set Top Box (STB) of a television network, the method comprising
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- Receiving advertisement selection information for one or a plurality of advertisement associations, each advertisement association associating an advertisement space with an advertisement, the advertisement selection information corresponding for each advertisement association to a value of probability for selecting the advertisement for the advertisement space,
 - Triggering a selection of an advertisement for a determined advertisement space,
 - Generating a random value or a pseudo-random value,
 - Selecting an advertisement using the random value or the pseudo-random value, by selecting a determined advertisement association that associates an advertisement with the determined advertisement space and for which the corresponding advertisement selection information has a value of probability that relates to the random value or the pseudo-random value, and using the advertisement associated in the determined advertisement association.
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